Monte Carlo TV Festival & Market Section (Starts on page 46)

Variety, Feb. 6, 1985, P1, 133

NON-CIRCULATING NTSU LIBRARY

VARIETY

PRICE $1.50

NEWSPAPER
Second Class P.O. Entry

Published Weekly at 154 West 46th Street, New York, N.Y. 10036, by Variety, Inc. Annual subscription, $75. Single copies $1.50.
Second Class Postage Paid at New York, N.Y. and at Additional Mailing Offices
©COPYRIGHT, 1985, BY VARIETY, INC., ALL RIGHTS RESERVED

Vol. 318 No. 2 USPS 656-960 New York, February 6, 1985 02371 136 PAGES

B'WAY MUSICALS' DISMAL SEASON

OF ONLY 4 TUNERS SO FAR, 3 HAVE FLOPPED

By RICHARD HUMMLER

The quick fold of last week's "Harrigan n' Hart" after five performances, and the decision by Michael Bennett to postpone indefinitely his latest musical project, "Scandal," combine to underscore the fact that the current 1984-85 Broadway season is shaping up as the most dismal ever in terms of new musicals.

With the semester now in its 36th week and nearing the three-quarter turn exactly four musicals have opened: "Harrigan," "The Three Musketeers," and "Quilters," all quick casualties, and the smasheroo Yul Brynner revival of "The King And I," which has been capitalizing on Brynner's near-mythic identification with his starring role and massive tv advertising spending to generate healthy grosses. For a grand total of just four tuners to have opened as of *early February* is unequivocal evidence that things are seriously amiss in the process that generates the commercial theater's most popular genre of entertainment.

With only 15 shows in all categories having preemed so far on Broadway this season, it's certain that the total number of productions by the May 31 season's end will fall below last season's alltime low of 36. And while both numerical attendance and playing weeks are continuing their declining trend in recent years, total gross receipts, which last season hit an alltime high of $226,500,000, are also running behind last season's pace.

The cancellation of "Scandal," which Bennett shelved after shepherding through four separate workshops, leaves just three firmly booked new musicals in sight.

(Continued on page 130)

Chevry Revises Vidcom To Lure U.S. TV Crowd

By JACK MONET

Cannes, Feb. 5.

Market operator Bernard Chevry Thursday (31) said his fall Vidcom homevideo meeting in Cannes would be radically revamped. And the A-MIP market in Miami Beach will not be held this year.

This year's Vidcom will exclude hardware companies and French vidclub owners. And television buyers and sellers will be grafted on to complement the satellite and cable honchos brought in for the 1984 version.

Even the name "Vidcom" may be dropped, according to Chevry. He said a special effort would be made to attract heavyweight Yank tv web and syndication officials to

(Continued on page 132)

Ore. Exhib Testing Musicvids Between Pics At Five Sites

By CYNTHIA KIRK

Hollywood, Feb. 5.

Portland, Ore.-based Moyer Theatres chain is testing the use of musicvids as between-features short subjects in five of its 11 houses in February.

First Moyer house set for the test is the Bagdad Theatre in southeast Portland. Theater is one of two on the Coast — L.A.'s Plitt Century City complex is the other — equipped with high-tech digital sound playback, and the Bagdad has 20 surround speakers installed.

Chain, which will add the vidclips

(Continued on page 133)

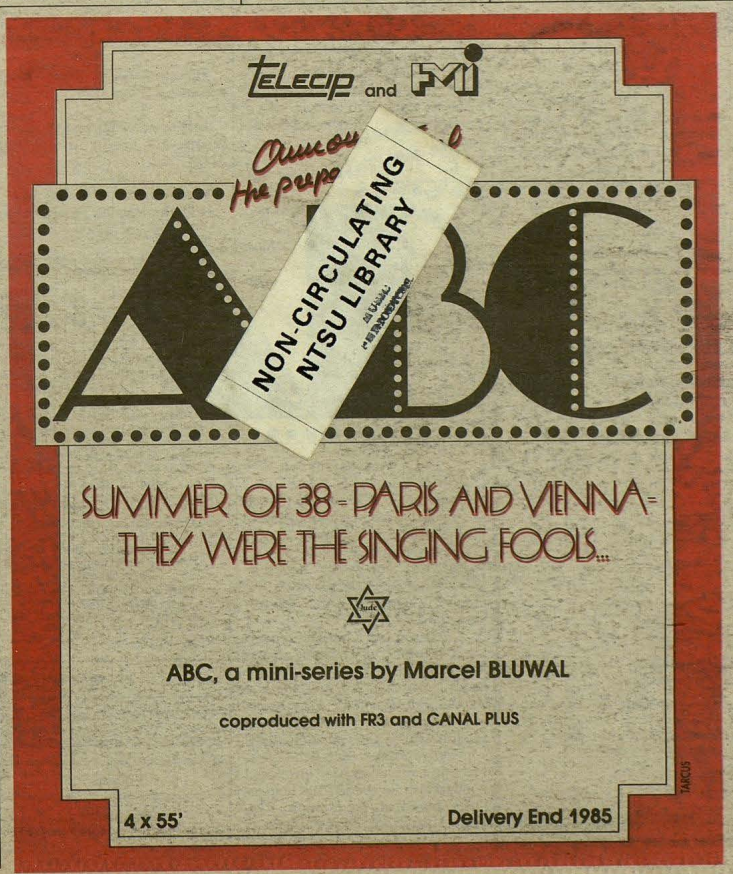
It Wasn't A Pizza Hut Pizza That Killed Him

Spartanburg, S.C., Feb. 5.

A Pizza Hut commercial showing a condemned prisoner eating a pizza for his last meal was pulled off the air here after a condemned prisoner did indeed order pizza hours before his death in the state's electric chair.

Several people — including one who pointed out that Joseph Carl Shaw ordered a pizza as his last

(Continued on page 132)



Italo Parliament O.K.'s Private TV In A Close Vote

By JAY STUART

Rome, Feb. 5.

The Italian Parliament approved a decree law for public and private tv only hours before a midnight deadline Monday (4).

The decree, issued Dec. 4 by Socialist Prime Minister Bettino Craxi's government to get Silvio Berlusconi's three commercial webs back on the air after blackout for communications code violations, protects the private networks from further shutdown until June 6, by which time a comprehensive tv reform bill now before Parliament may be approved.

The decree barely squeezed through the Chamber of Deputies

(Continued on page 92)

Chinese Open Doors To Brit. Show Biz At Embassy Bash

By JACK PITMAN

London, Feb. 5.

Some of the top theatrical and film types in town turned out over the weekend for a party in London, which was unusual only for the site — the embassy of the People's Republic of China, a hitherto remote and forbidding diplomatic compound in an elegant former townhouse at 31 Portland Place where even the windows were forever shuttered.

Sunday night's (3) affair, in short, was one more opening to the West since Communist China's

(Continued on page 130)

Efforts To Free Jailed Helmer Brocka Fruitless

By MARIETTA V. GIRON

Manila, Feb. 5.

Efforts to expedite release of film director Lino Brocka and stage director Behn Cervantes from Military Detention Center appear to have run aground. Trial has commenced for the two, charged with violating president Ferdinand Marcos' official decree prohibiting illegal assembly, which carries a penalty of death or life imprisonment. Only another presidential

(Continued on page 132)

Broadway

Mickey Rooney, an entrepreneur as well as an actor, preemed a food emporium called Mickey Rooney's Delicious Inc., Monday (4) at Ft. Lee.

The New York Hilton is ribbon cutting it new porte cochère on the Avenue of the Americas Friday (8), culminating a six month $3,000,000 renovation.

A memorial service for William (Bill) Buckley, secretary of The Lambs Club, who died Dec. 31 in Tamarac, Fla., will be held Thursday (7) at 5:30 p.m. at the club's N.Y. headquarters. Buckley was also a member of the Players Club, and an adviser to the Ziegfeld Club.

New York local of the American Federation of Television and Radio Artists is celebrating Black History Month during February with an exhibition of photographs of black performers past and present at the AFTRA office, open to all members of the theatrical community. Also planned during February by the Ethnic Minorities Committee of Actors Equity Assn. is a retrospective on Black Theatre in America, a directors' and playwrights' panel, and a variety of film videos, being held at AEA's Phil Cook Lounge.

London

(49 St. James's St., SW1A 1JX; 493-4561)

Sir Michael Redgrave, who has Parkinson's disease, checked into St. Bartholomew's hospital for treatment. He's said to be "comfortable but frail."

Studs Terkel due in town next month to promote his "The Good War" novel for London publisher Hamish Hamilton.

Composer Nigel Osborne and librettist Craig Raine working on a new opera, "The Last Summer" (based on an early short novel by Boris Pasternak) commissioned by the Glyndebourne Opera Festival. It's slated to preem next year with staging by Peter Sellars, director of the National Theater at the Kennedy Center in D.C.

London will have its very own "Night Of 100 Stars," this one on March 31 at the Dominion theater as a benefit for Unicef. It'll be in the form of a song-and-dance show with Anthony Hopkins, Sir Michael Hordern, Billie Whitelaw, Wendy Hiller, Joan Plowright, Claire Bloom, Judi Dench, Joanna Lumley and Tim Curry among the names participating.

Two more Royal Opera productions, "Don Carlo" and "Der Rosenkavalier," will be taped for cassette and tv distribution by BBC-TV in association with Arts Intl. Ltd. Incidentally, ballet and opera tickets at Covent Garden are moving up again, by an average of 8%, as of mid-March.

Voice-Over Work

(Continued from page 2)

mercial voice-over work going to males. Thus, while male voice-over artists earned somewhere in the neighborhood of $36,000,000 in 1983, their female counterparts earned but about $4,000,000.

Reason for this discrepancy, it is often said by advertisers, is that the male voice "sells better" than the female voice, this because the male voice is allegedly "more authoritative."

This explanation, however, is disputed by a female commercial producer at a leading ad agency, who called this "an old notion" that hasn't been adequately tested.

According to the producer, who asked not to be identified, the male/female discrepancy in voice-overs springs more from "the old chauvinist side of the business," which, she said, is dominated by males.

"Women's lib hasn't arrived yet" in the voice-over business, the producer stated, adding that "tradition" and "habit" are more responsible for the male/female discrepancy than the reputed authoritiveness of the male voice.

"Women's lib" may be on its way, however, if SAG and the American Federation of Television & Radio Artists have any say in the matter.

SAG and AFTRA, which are currently jointly negotiating a new commercials contract with representatives of the advertising business, are seeking new contract language that will, at the very least, give women greater access to jobs in the voice-over field.

According to one of the SAG/AFTRA contract proposals, the commercial producers are being asked to agree "to consider equal numbers of men and women for all voice-over principal roles, having due regard for the requirements of and the suitability for the role."

Whether such contract language will be adopted, however, will not be known until later this month.

N.J. Moonlighting Bill

The New Jersey Legislature is seeking to prevent dealers and other casino help from moonlighting in gaming ventures in other states, particularly where there is no regulatory body similar to New Jersey's Casino Control Commission.

Violators, according to terms of a bill introduced by Assemblyman Thomas Pankok, would be subject to loss of their Jersey casino permit.

Chicago

(312-337-4984)

Simon Perry, producer of "1984" and former *Variety* hand in London, in town last week to confer with Marvin Rosenblum regarding pic's local opening. Chi-based Rosenblum is pic's exec producer.

Mummenschanz, the Swiss pantomime troupe, plays Feb. 26-March 3 at the Civic Theater.

Comic David Steinberg plays Feb. 23 at Pheasant Run Resort, St. Charles. Warbler Eleanor Edwards is the opening bill.

Swedish director Jan Troell will be on hand for a Facets Multimedia retrospective of his pics. In-person p.a.'s take place Feb. 15-16.

Singer-actor John Herrera plays through Feb. 16 at Byfields in the Ambassador East Hotel. Also on the bill is comic Danny Storts.

Chicago Tribune reports that in 1984's fourth quarter daily circulation jumped 34,258 over comparable 1983 period to 781,873. Sunday circulation jumped 36,089 in the same period to 1,165,052.

Musicvid Test

(Continued from page 1)

to three other multiplex houses and one ozoner in the Portland area later in the month, will conduct audience surveys to determine acceptance of the new feature.

Moyer's newspaper ads will give separate start times for the musical offerings so patrons not wishing to see them won't have to, says chain's promotion director-project coordinator, David J. Currier.

At the present time, Moyer is using vidclips on 35m supplied by Music Motions, a Gotham-based distrib of videos to theaters. Initial test run in February will feature clips by Jermaine Jackson, Rick Springfield and Barbra Streisand, paired with such features as "Beverly Hills Cop," "VisionQuest," "Fast Forward," "The Breakfast Club" and "Mischief."

Local radio station KGON-FM is the sponsor for the clips, and their station logo will appear, pre-clip, in a 10-second spot, along with Moyer's "Cinemusic" handle for the clip offerings.

Chain is currently negotiating with the other major videoclip distrib, Concert Cinema of L.A., for use of some of its fare, although Currier says his chain prefers the conceptual-type video rather than the in-concert footage which Concert Cinema, as its name implies, specializes in.

Concert Cinema also includes 10-second advertising spots at the end of the clips, although the clips can be supplied without those spots, for a fee. Moyer prefers the non-advertised model, feeling theater patrons don't want to watch "commercials" when they go out.

Other theaters involved in the initial test are the Town Center triplex, the six-screen Rose Moyer, the Vancouver Mall and the 104th St. Drive-In.

Package For Frejya's

A package based on the old Savoy Ballroom, N.Y., has been assembled with Jon Hendricks, Norma Miller & Dancers and George Kelly & The Jazz Sultans. Troupe will prevue at Frejya's, N.Y., Feb. 14.

Present show is a revival of the group which was at the Atlantis, Atlantic City, on the bill with Redd Foxx.

Houston

By Jo Ann LeQuang

(14035 Whispering Palms Tel. (713) 528-2787/583-2425)

The Museum of Fine Arts hosted the Texas premiere of "Paris, Texas" to a sell-out crowd of Museum and film patrons Jan. 20. Among the who's-who at the bash, which convened for long neck and tostados after the film, were Harry Dean Stanton, Dean Stockwell, Steve Buck, Philip Lopate, Peter Marzio and Ralph McKay. Performing at the après-film reception were Mydolls, a Houston-based group that had a stint in the film. Joining Mydolls was Southwest Alternate Media Project director of exhibitions, Marian Luntz.

Houston-based Texas Opera Theater presented two versions of "Traviata" to Houstonians on Feb. 1 and 2. One performance was the opera in more or less standard version; the other, a shadowed performance in which black-garbed characters followed the actions of the main characters and translated them into American sign language. TOT is the only company in America to present opera for the deaf; the shadowing does not preclude the usual singing so that hearing and non-hearing can attend the same performances. "Traviata" with and without shadows was directed by John Vreeke.

Michael Serkess, who headed Arts for Everyone, ankled his post at the end of the year. AFE is a marketing organization serving non-profit arts institutions. Serkess' successor remains unfound.

KUHF-FM operations manager Barbara Entman is skedded to have a one-woman exhibition of her photographs in April at the Goethe-Institut.

REAL ESTATE VALUES

If You Fly Major Airline 1st Class
YOU MAY BE PAYING TOO MUCH...
SAVE AS MUCH AS 65% OFF ON YOUR NEXT FLIGHT
ROUND TRIP, 1ST. CLASS: N.Y./L.A. FROM $508 • TEL AVIV (TWA): FROM $2100
PARIS (TWA): FROM $1925 • BUENOS AIRES (EA) FROM $1925
The AIRLINE COUPON COMPANY
(619) 489-7889

JOHN LENNON ESTATE DISPERSAL
7 acres, $56,000, nearby a quaint upstate village.
approx. 3 hours from New York City.
Contact: Louis Gibaldi, Jr. (213) 858-8928

300 WEST 49th ST. (8th Ave.)
Newly renovated 2 bedroom apartment. Dishwasher. 24 hour switchboard and security. Working couple preferred. No fee. $1,300 per month.
Theresa - (212) 904-1900

INTERIOR DESIGN IN THE SOUTH OF FRANCE
creative california design
commercial & residential
space-planning & graphics
KEENEY/THOBOIS DESIGN
21, Hameau des Fontaines
83470 ST-MAXIMIN, France
Téléphone: (94) 59.71.40

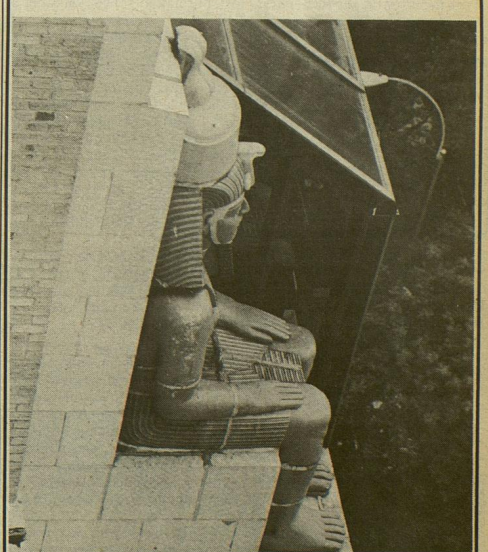
LONDON FLAT
HEART OF MAYFAIR
Stunning 2-story, 2 bedroom with view of London. Fully furnished. $3,500 mo.
(213) 275-1951

SUMMERSTOCK PLAYHOUSE RESORT AREA
Phoenicia, NY, 2 hours N.Y.C., 6000 sq. ft. can also be used for video production studio. Now seats 200 + (could seat more), lg. stage, dressing rooms, office, snack bar, heated, 2 bathrooms — $55,000 (terms).
M. Miller (914) 679-7236

DIRECT PARK VIEWS
C.P.W. - Crossroads of the Western World. Large 1 bedroom apartment - all windows face the park from high floor. Asking $350,000.00. Low Maint.
LEON STRIMBER REAL ESTATE
(212) 724-2550

Advertise Your Property In
VARIETY's
Real Estate Section
See page 2
for the nearest Variety office.

Paradise Island, Nassau Bahamas
Spectacular house for entertaining, business and residential use. Fabulous views Lge. central room with wet bar, 2 bedrooms, 2 baths, sauna, etc. $125,000. rent: $2,500.
(212) 867-5650



AMONG THE GODS...
...this home reigns supreme! A unique situation for a very special kind of buyer. 4700 sq ft Penthouse includes terraces, expansive loft-like space, dazzling light, N/S/E views. This 12 rm, 4½ bath duplex is on top of an elegant condominium building in the vicinity of Lincoln Center. Offered at $2 Million.
shown exclusively by:
CATHY FIELDS REALTY
(212) 777-0510